



## Success Story

# Selling Whole Fresh Chicken Meat – a New Source for Income

Kraing Leav Agriculture Cooperatives/Farmer Organization (AC) consists of 244 members of which 143 are women. The AC has a business of rice mill that it made small profit for the AC and members. The AC formed a chicken producer group (CPG) with 41 members and a vegetable producer group with 19 members. The chicken producer group members faced a problem of chicken raising technique and sold live chicken to local markets and middlemen with lower price and uncompetitive opportunity (short value chain). This made the AC and CPG members lost profit.

In 2021, FNN, with RECOVER project funding by EU through DanChurchAid (DCA), met Mr. Mao Sarim, leader of the Kraing Leav AC and his colleague to discuss the AC members' agriculture production and their value chain. They were interested in the approaches raised by the project. AC decided to create new business of selling whole fresh chicken meat. The AC assigned Ms. Chim Sophy, AC executive, as a CPG leader and a farmer trainer. She received training of trainers on chicken production. All CPG members received chicken production training from the farmer trainer. After the training, they produced 542 chicken per month in average. With facilitation of the project, Mr. Mao Sarim, signed contract farming with Snadey Me market to supply fresh chicken meat and milled rice.

With the RECOVER project support, the AC's new business of selling whole fresh chicken meat started in July 2021. The AC bought live chickens from the CPG members with the cost of 16,800 Riel (US\$4.20) per kilogram (a chicken weighted of 1.4 Kgs), made whole fresh chicken meat, and transported them to Snadey Me and Kravan markets and FNN shop. For the whole value chain (from the CPG to markets), the AC spent 21,700 Riel (US\$5.42) per chicken. He sold a whole fresh chicken meat to the markets with price of 30,000 Riel (US\$7.5) per chicken and profited 8,300 Riel (US\$2.07) per chicken. So, the AC sold 35 whole fresh chicken meat in average to the markets and made 290,500 Riels (US\$72.6) per day.

The AC made profit of US\$2.07 per chicken per day. However, the CPG member made US\$1.8 of profit per chicken over the period of three month (from chick to chicken). The AC charged 500 riel (US\$0.13) for administration fee and the rest for benefit to AC members.

Mr. Mao Sarim and members highly sanctified with the new business, because it provided higher income to the members than non-member farmers, created more jobs for poor farmers which also provided them with a stable income, protected member from risks, and created links to markets where they can sell products with the best price. Mao Sarim also said that "We now understand the agriculture value chain, and improving it against middlemen. We are enhancing capacity of AC to increase chicken production along with market needs and giving special thanks to EU for funding and DCA for kind coordination and funding"

